

Message Text

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ACTION NEA-09

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P R 231010Z MAY 74

FM USINT ALGIERS

TO USDOC WASHDC PRIORITY

INFO AMEMBASSY TUNIS PRIORITY

AMEMBASSY RABAT

AMCONSUL CASABLANCA

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UNCLAS ALGIRRS 1120

UFFOC FOR BIC/OIM/WASON AND FOR AFRICA DIV.-CHRISTENSEN

TUNIS FOR EACH MISSION MEMBER

E.O. 11652: NDXDS

TAGS: BEXP, AG

SUBJ: U.S. HOSPITAL MEDICAL EQUIPMENT TRADE SEMINAR REPORT--
ALGIERS MAY 20-22

1. SUMMARY: FULL SCHEDULE OF APPOINTMENTS KEPT AT ALGIERS.
ALL MISSION MEMBERS MET WITH SENIOR OFFICIALS OF PUBLIC HEALTH
MINISTRY, AS WELL AS TOP LEADERSHIP OF STATE HOSPITAL/MEDICAL
IMPORT MONOPOLY, AND MEDICAL EQUIPMENT PERSONNEL OF DEFENSE
MINISTRY. MISSION MEMBERS, MISSION DIRECTOR AND USINT BELIEVE
VISIT HIGHLY SUCCESSFUL IF NECESSARY FOLLOW--70 ?6 ?7 8,3 .3.?34
9::74 . END SUMMARY.

2. MUSTAPHA HOSPITAL (ALGIERS GENERAL AND UNIVERSITY HOSPITAL
CENTER) TOUR MONDAY MORNING MOST INFORMATIVE AND MISSION
MEMBERS WERE IMPRESSED WITH SINCERITY OF PROFESSIONAL STAFF,
GENERAL CLEANLINESS OF HOSPITAL AREA AND SENSIBLE APPROACH
TOWARD FORWARD PLANNING. SINCE 1974-77FOUR YEAR PLAN
(RECENTLY APPROVED BUT NOT YET PUBLISHED) CALLS FOR MAJOR
EXPANSION OF ALGERIAN MEDICAL INFRASTRUCTURE THIS WAS
EXCELLENT TIME FRAME FOR VISIT OF SUBJECT SEMINAR.

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3. TECHNICAL SEMINAR ITSELF WAS HELD MONDAY P.M. AND

TUESDAY A.M. WITH AVERAGE ATTENDANCE OF FIFTEEN; WHILE NUMBER BELOW EXPECTATIONS WE WERE VERY PLEASED THAT QUALITY OF ATTENDEEEDDING. THEY INCLUDED KEY DECISIONMAKERS FROM PCA (PHARMACIE CENTRALE ALGERIENNE), WHICH HAS TOTAL MONOPOLY OF IMPORT AND MARKETING HOSPITAL AND MEDICAL EQUIPMENT, AS WELL AS FROM MINISTRY OF PUBLIC HEALTH, WHICH IS CHARGED WITH HOSPITAL CONSTRUCTION AND MANAGEMENT THROUGHOUT THE COUNTRY. MISSION MEMBERS' PERFORMANCE OUTSTANDING AND THEIR CREDIBILITY HIGHLY ENHANCED BY THEIR PRESENTATIONS. MISSION DIRECTOR CONFIRMS AND USINT 2")-4.

4. MONDAY EVENING AT USINT RESIDENCE PROVED TO BE ESSENTIAL MECHANISM FOR MAKING KEY CONTACTS BETWEEN MISSION MEMBERS AND DECISIONMAKING ALGERIANS (PCA AND HEALTH AND DEFENSE MINISTRIES), LEADING DIRECTLY TO SIGNIFICANT INDIVIDUAL APPOINTMENTS AND TO GROUP MEETING WITH PRESIDENT DIRECTOR-GENERAL MOHAMED LEMKAMI OF PCA, AS WELL AS INVITATION BY LEMKAMI TO ENTIRE GROUP AND EMBOFFS TO A DINNER OF GREAT HOSPITALITY AND GOODWILL ON TUESDAY.

5. LEMKAMI AT MEETING IN HIS OFFICE (AND REPEATED AT DINNER) EMPHASIZED FOLLOWING:

A. ALGERIA CONSIDERS MIDDLEMAN TO BE "PARASITE" AND INSISTS ON DEALING DIRECTLY WITH MANUFACTURER.

B. PCA HOLDS TOTAL MONOPOLY AND INSISTS DEALINGS BE EXCLUSIVELY WITH IT. (USINT COMMENT: EXCEPTION IS DEFENSE MINISTRY)

C. AFTER-SALES SERVICE IS AN ESSENTIAL ELEMENT OF MARKETING IN ALGERIA, BUT MEANS TO ACCOMPLISH THIS CAN BE FLEXIBLE AND COULD INCLUDE TRAINING OF ALGERIAN ABROAD, SENDING TECHNICIANS TO ALGERIA TO TRAIN PERSONNEL ON SPOT, SETTING UP LOCAL SERVICE (BUT NOT RPT NOT SALES) AGENCY, AND/OR PERIODIC VISITS BY REGIONAL TECHNICIANS.

D. HE PROVIDED OUTLINE OF GENERAL FRAMEWORK OF MARKETING IN ALGERIA, WHICH WILL BE MORE FULLY REPORTED IN FOLLOWING AIRGRAM.

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E. HEAVILY EMPHASIZED THAT RETURN MISSION EARLY IN 1975 WOULD BE GREATLY DESIRABLE AND THAT PCA WOULD MAKE ALL NECESSARY ARRANGEMENTS GIVEN PROPER LEAD TIME.

F. MISSION DIRECTOR INVITED LEMKAMI TO SEND APPROPRIATE ALGERIAN MISSION TO U.S. IN HOSPITAL/MEDICAL EQUIPMENT FIELD AND ASSURED HIM THAT IT WOULD BE HIGHLY REWARDING TO ALL CONCERNED AND THAT ALL NECESSARY ARRANGEMENTS WOULD BE

MADE. LEMKAMI RECEPTIVE TO IDEA AND USINT WILL FOLLOW-UP.

G. LEMKAMI REPEATED POINT MADE BY LOCAL PHYSICIANS DURING HOSPITAL TOUR THAT IT WOULD BE DESIRABLE TO HAVE AMERICAN EQUIPMENT FOR DEMONSTRATION PURPOSES. FURTHER COMMENTS FOLLOW IN AIRGRAM.

H. U.S. EQUIPMENT GREATLY RESPECTED AND, IN VIEW OF GOA, POLICY OF DIVERSIFYING SOURCES FO SUPPLY, IS HIGHLY WELCOME, BUT ALL CONTACTS AND QUOTATIONS MUST BE IN FRENCH, GOA TENDERING PROCEDURES MUST BE FOLLOWED, AND ONLY METRIC MEASURES SHOULD BE USED. LEMKAMI REQUESTED U.S. RESPONSE TO APPROPRIATE FOLLOWUP MEANS (SUCH AS FURTHER MISSION) WITHIN MAXIMUM 30 TO 45 DAYS TIME FRAME.

6. MOST MISSION MEMBERS FELT ALGERIAN VISIT HIGHLY INFORMATIVE AND EFFECTIVE AND WELL AWARE THAT KEY TO FURTHER SUCCESS OF THIS VISIT WILL BE THEIR FOLLOWUP EFFORTS IN SENDING QUOTATIONS AND PRODUCT INFORMATION IN FRENCH AND METRIC MEASURES TO SPECIFIC PERSON IDENTIFIED BY LEMKAMI AS CHIEF BUYER FOR PCA: (MR. AOUCRIA, DIRECTEUR, DEPARTMENT MEDICAL ET SCIENTIFIQUE, PHARMACIE CENTRALE ALGERIENNE, 2 RUE BICHAT, ALGIERS, ALGERIA; CABLES: ALGEPHAR ALGER; TELEX: 52993).

7. USINT ADDS ITS COMMENDATION TO MISSION DIRECTOR FRY FOR OUTSTANDING PERFORMANCE.

8. MISSION LEFT F FOR TUNIS ON SCHEDULE WEDNESDAY P.M. EAGLETON

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